



WEWS

## ORDER

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<b>NEWS Channel</b>	<b>Flight Dates</b>	<b>10/18/12-10/22/12</b>	
<b>Contract / Revision</b>	<b>297768</b>	<b>/</b>	<u>Order Sep</u> 00:20:00
<b>Original Date / Revision</b>	<b>DCCC TV 10.18-10.22.12</b>	<u>Product</u>	<u>Estimate #</u> <b>1194</b>
05/16/12	10/04/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>
		<u>Billing Contact</u>	<u>Billing Type</u> Cash
			<u>Order Type</u> GENERAL
			<u>Billing Cycle</u> EOM/EOC
<b>Advertiser</b>	<b>DCCC</b>	<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Billing Calendar</u> BROADCAST
<b>Agency</b>	<b>Great American Media</b>		<u>Demographic</u> A35+
<b>Buying Contact</b>		<u>Rev Codes</u> POL	POL
		<u>Product Codes</u> PL	PARTY
<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Sales Office</u> EWSDC	<u>Priority</u> P-1	
	<u>Sales Region</u> NAT	<u>Advertiser Ref</u>	
	<u>Agency Ref</u> 2		

## Primary Account Executive

[www.danielbaylog.com](http://www.danielbaylog.com)

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
October 2012	54	\$63,070.00	\$74,200.00	0.00	10/01/12	10/22/12	54	\$63,070.00	\$74,200.00
Totals	54	\$63,070.00	\$74,200.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
October 2012	54	\$63,070.00	\$74,200.00	0.00	10/01/12	10/22/12	54	\$63,070.00	\$74,200.00
Totals	54	\$63,070.00	\$74,200.00	0.00					



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Contract / Revision **297768** Flight Dates **10/18/12-10/22/12** Hiatus Dates

Original Date / Revision 05/16/12/ 10/04/12 Order Sep 00:20:00

Advertiser **DCCC** Product **DCCC TV 10.18-10.22.12** Estimate # **1194**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 2	WEWS	10/18/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M- TF--	:30	6	\$450.00	P-3	0.00	NM	2	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	1	\$450.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$450.00	0.00										
N 5	WEWS	10/18/12	10/22/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M- TF--	:30	6	\$250.00	P-2	0.00	NM	8	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	6	\$250.00	0.00										
Week: 10/22/12	10/28/12	M-----	2	\$250.00	0.00										
N 8	WEWS	10/18/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	M- TF--	:30	6	\$850.00	P-1	0.00	NM	4	\$3,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	3	\$850.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$850.00	0.00										
N 9	WEWS	10/18/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- TF--	:30	6	\$800.00	P-2	0.00	NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	3	\$800.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$800.00	0.00										
N 10	WEWS	10/18/12	10/22/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	M- TF--	:30	4	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	2	\$1,000.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$1,000.00	0.00										
N 11	WEWS	10/18/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	2	\$750.00	0.00										
Week: 10/22/12	10/28/12	M-----	0	\$0.00	0.00										
N 13	WEWS	10/18/12	10/22/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	M- TF--	:30	4	\$850.00	P-3	0.00	NM	6	\$5,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	4	\$850.00	0.00										
Week: 10/22/12	10/28/12	M-----	2	\$850.00	0.00										
N 14	WEWS	10/18/12	10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M- TF--	:30	2	\$750.00	P-2	0.00	NM	4	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	3	\$750.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$750.00	0.00										
N 15	WEWS	10/18/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M- TF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	3	\$1,400.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$1,400.00	0.00										
N 16	WEWS	10/18/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M- TF--	:30	5	\$1,850.00	P-2	0.00	NM	3	\$5,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12	10/21/12	---TF--	2	\$1,850.00	0.00										
Week: 10/22/12	10/28/12	M-----	1	\$1,850.00	0.00										
N 17	WEWS	10/18/12	10/22/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M- TF--	:30	4	\$2,500.00	P-1	0.00	NM	0	\$0.00



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Contract / Revision 297768 Flight Dates 10/18/12-10/22/12Hiatus DatesOriginal Date / Revision 05/16/12/ 10/04/12Order Sep 00:20:00Advertiser DCCCProduct DCCC TV 10.18-10.22.12Estimate # 1194

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N17	WEWS	10/18/12	10/22/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M- TF--	:30	4	\$2,500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		2	\$2,500.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
	2	WEWS	10/15/12-10/21/12	M-Su 630-7p WNT		630-7p				:30	(\$2,500.00)	0.00	NM		
		<i>Credited</i>													
	4	WEWS	10/15/12-10/21/12	M-Su 630-7p WNT		630-7p				:30	(\$2,500.00)	0.00	NM		
		<i>Credited</i>													
		Week: 10/22/12	10/28/12	M-----		2	\$2,500.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
	5	WEWS	10/22/12-10/28/12	M-Su 630-7p WNT		630-7p				:30	(\$2,500.00)	0.00	NM		
		<i>Credited</i>													
	6	WEWS	10/22/12-10/28/12	M-Su 630-7p WNT		630-7p				:30	(\$2,500.00)	0.00	NM		
		<i>Credited</i>													
N18	WEWS	10/20/12	10/20/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7P News Weekend	-----S-	:30	2	\$1,275.00	P-2	0.00	NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
		Week: 10/15/12	10/21/12	-----S-		2	\$1,275.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
	1	WEWS	10/15/12-10/21/12	SA 7-8p Rotation		7P News Weeken				-----Sa--		:30	(\$1,275.00)	0.00	NM
		<i>See MG 18.3,18.4</i>													
		<i>[N/A CORRECT INV CODE TO PLACE - SA 7PM NEWS]</i>													
	2	WEWS	10/15/12-10/21/12	SA 7-8p Rotation		7P News Weeken				-----Sa--		:30	(\$1,275.00)	0.00	NM
		<i>See MG 18.3,18.4</i>													
		<i>[N/A CORRECT INV CODE TO PLACE - SA 7PM NEWS]</i>													
3	WEWS	10/15/12-10/21/12	SA 7PM News		7-730p				-----Sa--		:30	\$1,275.00	0.00	NM	
		<b>(M)</b>	<i>MG for 18.1,18.2</i>												
			<i>[correcting inv code]</i>												
4	WEWS	10/15/12-10/21/12	SA 7PM News		7-730p				-----Sa--		:30	\$1,275.00	0.00	NM	
		<b>(M)</b>	<i>MG for 18.1,18.2</i>												
			<i>[correcting inv code]</i>												
N19	WEWS	10/21/12	10/21/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,525.00	P-2	0.00	NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
		Week: 10/15/12	10/21/12	-----S		2	\$1,525.00			0.00					
N20	WEWS	10/22/12	10/22/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$12,000.00	P-3	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
		Week: 10/22/12	10/28/12	M-----		2	\$12,000.00			0.00					
N21	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$9,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>
		Week: 10/22/12	10/28/12	M-----		2	\$9,000.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
	1	WEWS	10/22/12-10/28/12	Monday Prime C		10-11p				M-----		:30	(\$9,000.00)	0.00	NM
		<i>Credited</i>													
	2	WEWS	10/22/12-10/28/12	Monday Prime C		10-11p				M-----		:30	(\$9,000.00)	0.00	NM
		<i>Credited</i>													
N22	WEWS	10/18/12	10/22/12	M-SU 11-1135P Late Ne0M M-SU 11-1135P Late New	11-1135p	M- TF--	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>



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Contract / Revision **297768** Flight Dates **10/18/12-10/22/12** Hiatus DatesOriginal Date / Revision 05/16/12/ 10/04/12 Order Sep 00:20:00Advertiser **DCCC** Product **DCCC TV 10.18-10.22.12** Estimate # **1194**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N22	WEWS	10/18/12	10/22/12	M-SU 11-1135P Late New CM		11-1135p									2	\$4,400.00
M-SU 11-1135P Late New																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----TF--		1	\$2,200.00		0.00							
		Week: 10/22/12	10/28/12	M-----		1	\$2,200.00		0.00							
N24	WEWS	10/21/12	10/21/12	SU 11-1135P Late News CM		11-1135p									2	\$5,000.00
SU 11-1135P Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		2	\$2,500.00		0.00							
N25	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext CM		1135p-12x									2	\$1,700.00
SU 1135p-12a Sports Ext																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		2	\$850.00		0.00							
														<b>Totals</b>	<b>54</b>	<b>\$74,200.00</b>